

**MANSFIELD DOWNTOWN PARTNERSHIP
ADVERTISING AND PROMOTION COMMITTEE
Festival on the Green Subcommittee
Monday, April 19, 2010
Partnership Offices
1244 Storrs Road (Storrs Commons)
(860) 429-2740
5:00 p.m.
Minutes**

Present: Tom Birkenholz, Kim Bova, Sara-Ann Chainé, Bruce John, and Betsy Paterson

Staff: Cynthia van Zelm and Kathleen Paterson

1. Call to order

Betsy Paterson called the meeting to order at 5:02 pm.

2. Public comment

There was no public comment.

3. Minutes

Tom Birkenholz moved to approve the Minutes from March 1 and April 5, 2010. Bruce John seconded the motion. The sub-committee approved the Minutes.

4. Review Task List

Music: Mr. John asked when he should start booking the smaller acts.

Kathleen Paterson stated that, at the previous meeting, the decision was to wait until after UConn's graduation. She said that Jim Hintz had been asked to look for a student band or dance group. The consensus was that graduation was a natural deadline.

Betsy Paterson shared information about a band called "Billy Keane and the Misdemeanor Outlaws" with Mr. John and the sub-committee. Ms. Paterson noted that band members were originally from Mansfield and had shared the music award at E.O. Smith when they graduated in 2005.

Mr. John will follow-up with the Misdemeanor Outlaws. Mr. John suggested looking for another international dance group.

Ms. K. Paterson asked the sub-committee to bring suggestions of other, smaller acts to the next meeting.

Advertising: Cynthia van Zelm reported that the Save the Date flyer had been distributed around town and had been posted on the Partnership's website, and the information is now on facebook. She said that she and Ashley Fraser have nearly completed the sponsorship flyer, which will go out in May with a Save the Date flyer to potential sponsors. Ms. van Zelm added that information will be submitted to the Mansfield Parks and Recreation summer brochure.

Parade: Mr. Birkenholz reported that he and Barry Schreier had sent a "save the date" email to all of the past parade participants and noted that some have already responded. **He added that they will send a more informal invitation before the next meeting.**

Ms. Paterson said that she had confirmed with Dean Woods that the UConn Marching Band and the Ballard Institute and Museum of Puppetry puppets will participate in the parade. She added that Dean Woods will work to make sure that the School of Fine Arts is well-represented at the *Festival*.

Ms. K. Paterson commented that she had heard from John Bell, the Director of the Ballard. She commented that he has some very exciting ideas for this year.

Mr. Birkenholz said that there had been discussion about the Grand Marshal. For this year, he and Mr. Schreier would like to invite the UConn Women's Basketball Team to serve as the Grand Marshals. He added that they would also like the E.O. Smith High School Girls' Basketball Team, the Mansfield Middle School Girls' Basketball Team, and the Mansfield Parks and Rec 7th and 8th Grade Girls' Basketball Team to participate in the parade, too. All of these teams enjoyed undefeated seasons in 2009-2010, and the parade would be a great way to celebrate their accomplishments.

The sub-committee agreed with the suggestion for Grand Marshal and for inviting all of the above-mentioned teams.

Ms. Paterson noted that the Town Council had recognized the middle school teams at a recent meeting and that the contact for the middle school is Betsy Parker.

Ms. van Zelm will contact Ms. Parker, Curt Vincente, and the EOS Athletic Director to invite their teams to participate in the Parade.

Mr. Birkenholz added that the first float has signed up for the parade: the First Church of Christ Mansfield Center is celebrating its 300th Anniversary and will have a float in the parade.

Set-up: Ms. van Zelm shared with the sub-committee that Kristin Schwab will be stepping down after this *Festival*. Ms. van Zelm would like to find someone to work with her this year so that s/he can step in next year.

Vendors: Ms. K. Paterson reported that Bob Bloom had contacted her about participating in the *Festival* in some way. Mr. Bloom, a Mansfield resident, presents interactive drumming activities for all ages. She and Mr. Bloom had discussed the possibility of having him set-up on the Children's green and doing smaller sessions throughout the day.

Ms. Paterson asked if the sound from Mr. Bloom's activity would compete with the stage.

Ms. K. Paterson replied that she thought there would be no problem; the drums are small, hand drums, and Mr. Bloom would just have one mic on himself for the children to hear him over their drumming. Ms. K. Paterson said that her main concern would be the placement of the drumming activity vis a vis the dunk tank.

The sub-committee discussed several options for placement of the dunk tank.

Volunteers: Ms. K. Paterson said that all of the volunteers had received a Save the Date flyer, either by email or mail, and that she had received some responses already.

Children's: Ms. van Zelm asked the sub-committee if they would like to bring back the inflatables.

The sub-committee decided against the inflatables after a brief discussion.

5. Master Event List

Ms. K. Paterson recapped the discussion about the pumpkin contest from the previous meeting and asked the present sub-committee members for their feedback.

Ms. Paterson recalled that it had been difficult to obtain pumpkins last year.

Mr. Birkenholz suggested having children decorate their pumpkins and then bring a photo of their creation to the *Festival* or having a table for children to make collages with seeds.

Ms. Paterson suggested having a vegetable sculpture contest.

Kim Bova suggested supplying squash, zucchini, and gourds. She said that some could be whole and others sliced up, and the children could use toothpicks to assemble their creations.

Ms. Paterson asked the sub-committee to bring ideas of how to facilitate this activity to the next meeting.

6. Celebrate Mansfield Weekend

Ms. K. Paterson recapped the discussion from the previous meeting about whether or not to have food vendors at Picnicpalooza! and asked the sub-committee for their input.

Sara-Ann Chainé said that she is approaching this year's Picnicpalooza! as if it is an entirely new event. She said she is open to the idea of food vendors, if that is what the sub-committee would like to see. She added that she liked the change in venue for the event because it felt more like a downtown event.

Ms. Paterson commented that families might find it to be too expensive to attend the picnic on Saturday night and the *Festival* on Sunday and purchase food at both. She would prefer to retain the picnic feel of the event.

Mr. Birkenholz suggested keeping the picnic aspect but enhancing the other activities, perhaps including games and other child-friendly things.

Ms. K. Paterson expressed concerns that adding games might make it too much like the *Festival*.

Ms. Paterson suggested that Ms. Chainé contact local churches and PTOs to sell desserts.

The general consensus was to maintain the picnic aspect of the event but invite local non-profit groups to bring desserts for sale.

Ms. Bova suggested having folk dances or square dancing instead of a band. She said an event like that appeals to all ages and that dance experience is not necessary. Ms. Bova explained there would be a band playing the music, and a caller to guide everyone through the dances. **Ms. Bova will call the “caller” to discuss the possibility of dancing at Picnicpalooza!**

7. Adjourn

The meeting adjourned at 6:15 pm.

Minutes prepared by Cynthia van Zelm and Kathleen Paterson